

## Activating Historic Roots at your Hotel

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## Activating Historic Roots- History Quiz

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What member hotel allows guests to soar above the clouds in a hot air balloon?

Which hotel appeared as Glimmerglass in James Fenimore Cooper's *Leatherstocking Tales*?

Which hotel takes its name from an infamous Spanish pirate?

What hotel is already hard at work creating their detailed Gingerbread House village as part of the local Festival of Lights?

Which hotel was the movie set for Elvis Presley and boasts a famous cocktail of the same name?

Which hotel features the Eisenhower library?

Whose famous guests included John Wayne, Clark Gable, Spencer Tracy and Katharine Hepburn?

Which hotel is the only Forbes five-star hotel in Wisconsin?

Which hotel has been home to numerous stars shooting Westerns in the area- and even made a cameo in several productions?

## Activating Historic Roots- The Objectives

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Leverage your history

Leverage your architecture

Leverage your stories

Leverage your guest experience

Leverage your assets

Leverage your emotional equity & connection (past guests, future guests, current guests, community, media)

## Activating Historic Roots-Leverage Your History

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Celebrate Milestones with promotions

History wall & micro museum for guests

Promote famous visitors in the past (celebrities, sports figures, world leaders, inventors, authors)

History tours – hosted vs self-guided

Media events

## Activating Historic Roots-Leverage Your Architecture

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Create photo wall of architect's work

Create self-guided tour of “sharing” photo spots

Create “treasure hunt” of key elements

Create “Kid’s tour”

Create partnership with local Architecture Museum or Architects Association

Create Photo contest with architecture theme

## Activating Historic Roots- Leverage your Stories

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Celebrate famous guests – leaders, celebrities, authors, sports figures, business founders, entertainers

Celebrate famous romance stories

Celebrate famous events – signings, summits, dinners, local historic events

Celebrate famous “Firsts”

Celebrate prior business if adaptive reuse

## Activating Historic Roots-Leverage your Guest Experience

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Offer History tours with hotel historian

“History is Hott” and always fun

Promote famous rooms, famous meeting rooms, famous tables in restaurants

Partner with local university for guest lectures

Offer tastings from the past – Throwback Thursdays and special weekends

Create menu from the past for special events

## Activating Historic Roots-Leverage Your Assets

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Showcase your memorabilia

Personalize your dining and feature culinary firsts

Re-enact special events in history

Celebrate your famous names in history

Boast your “ghosts”

Highlight your “romantic aspects”

Promote your hotel Name



## Activating Historic Roots-Leverage your Emotional Equity

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Leverage most romantic and famous stories

Leverage most romantic dining spots

Leverage stories about famous guests

Leverage your photo ops for “Sharing”

Leverage your connection with special occasions in the past

## Activating Historic Roots

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### *Your Turn*

**We will split you into two teams. How does your team meet each one of the objectives we discussed?**

Leverage your history

Leverage your architecture

Leverage your stories

Leverage your guest experience

Leverage your assets

Leverage your emotional equity & connection

## Activating Historic Roots-Implementations

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Appoint two hotel historians

Partner with museums & local film commission

Create a history card or pamphlet for guests

Nominate your hotel for Historic Hotels of America Annual Awards of Excellence

Include Historic Hotels of America with all media releases

Leverage the use of the “Historic Hotels of America” logo

Add a moment in history to every meeting

Add three menu and two beverage items from hotel’s history

Create a plan, budget and timeline

Add history to communications

Add history to social media

Create list of best spots for photos to Share

Create annual calendar to celebrate milestones

Create a history tour (guided or self-guided) for all associates and guests

Promote historic experiences and tours through local meetings guide and sell as attraction

Create a history room to sell against your contemporary competitors